

REMARKS

Reconsideration of this application is respectfully requested.

A proposed amendment to the drawings is attached to this Amendment and includes a corrected reference number 10 that is shown in highlighted form on the first attached Drawing Sheet. A non-highlighted corrected version of Fig. 1, entitled Replacement Sheet, is also attached to this Amendment.

Prior to discussing the references relied on by the Examiner it may be helpful to briefly summarize some of the novel aspects of the invention.

Applicant provides a system for the sale of consumer goods that includes a token dispensing unit having a token selection panel. The token selection panel is activated by the user to cause the token dispenser unit to issue a token in non-validated form. The non-validated token is generated by a printer incorporated in the token dispensing unit and provides information related to the article desired by the consumer. The non-validated token is also printed with a unique token number.

The token dispensing unit also provides up to date information regarding articles identified on a display panel of the token dispensing unit. Information shown on the display panel can be easily changed. For example an article sold under one brand name may be replaced by a similar article sold under another brand name. A wristwatch offered for sale one week maybe replaced by a different wristwatch offered for sale during another time period. A variety of different types of jewelry may be offered for sale at different times. Further changes in the information shown on the display panel may relate to product packaging,

bar code identification and bonus offers, associated with products shown on the display panel.

With regard to the patents relied on by the Examiner, U.S. Patent 5,902,984 to Planke was described as prior art by applicant in the specification, at the background section. Planke shows a self service shelf 1 containing price tickets 29 and symbols 2 of merchandise. The price tickets/merchandise symbols are be in the form of an electronically readable card containing data such as an article number and a serial number unique to the particular card. If a product is revised or a different product is offered it would be necessary to replace the merchandise tickets or cards with different merchandise tickets.

There is no programmable flexibility in the Planke system. For example, Planke requires a pre-programmed, not a programmable card (col. 2, lines 12-13; col. 3, lines 32-33). Although Planke states that “*This makes the card inexpensive with respect to its production*” it also results in unusable tickets and cards when a product change or product variation is desired.

U.S. Patent 6,281,886 to Ranieri shows a touch screen keyboard for entering into a computer system multi-byte characters for languages such as Chinese, Japanese and Korean. Ranieri points out that single touches on a touch screen cannot represent a full character of these languages. In many instances multiple symbols are needed to form a single character (col. 5, line 63 to col. 6, line 5). Ranieri thus provides a numeric method for implementing multiple multi-byte character languages on a touch screen keyboard. Ranieri states at column 10 that the invention has self service application with use of touch screen keyboards to input a variety of character sets including single-byte, multi-byte, and mixed-byte languages (col. 10, lines 43-46).

The Examiner's theory of obviousnesses with regard to Planke and Ranieri is stated at page 4 of the Office Action, last paragraph, as follows;

"it would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to combine the two inventions because it would provide for self service terminal/kiosks which include touch screens for entering into a computer system text and information consisting of multi-byte characters or multiple multi-byte characters of human languages as well as single byte character languages."

Applicant respectfully submits that this theory of obviousness is based entirely on hindsight and not upon any reasonable connection between Planke and Ranieri.

With regard to the claims applicant's claim 1 requires;

"A system for the sale of consumer goods...to provide a customer with a non-validated token...that represents an article of merchandise...wherein the non-validated token is issued by a printer controlled by an article token selection panel device...printed on activation of the panel...carries...a unique token number and the article type...the unique token number constitutes said transaction code and...said unique token number is selected from the group consisting of a serially generated code, a randomly generated code and a predetermined series of codes."

Applicant thus claims a system, which is programmable to provide flexibility and versatility in connection with changes to products or changes of products that are offered at the token dispensing unit. It is thus submitted that applicant's claim 1 is patentably distinguishable over Planke and Ranieri whether considered collectively or in combination

with other references of record. Allowance of claim 1 is thus respectfully requested.

Claims 4-15 and 28 which directly or indirectly depend on claim 1 are likewise submitted as allowable for the reasons supporting the allowance of claim 1 as well as the distinctions defined therein.

Allowance of such claims is thus respectfully requested.

Independent claim 2 contains requirements similar to those of claim 1 and also refers to premade machine readable tokens in addition to tokens issued by a printer. It is thus submitted that claim 2 is allowable for reasons previously discussed in connection with claim 1. Allowance of claim 2 is thus respectfully requested.

Claims 16-27 which directly or indirectly depend on claim 2 are likewise submitted as allowable for the reasons supporting allowance of claim 2 as well as the distinctions defined therein. Allowance of claims 16-27 is thus respectfully requested.

In view of the foregoing remarks and amendments it is submitted that this application is in condition for allowance and allowance thereof is respectfully requested.

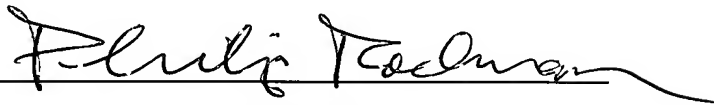
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